

## **Eight Interesting Things We Learned**

*The Passion Points™ of Child & Tween Passenger Safety Compliance  
Qualitative Research Topline Findings*

### **Project Objective:**

To better understand how to overcome child passenger safety non-compliance behaviors through a deep dive of the emotional priorities of parents with children between 0-6 years & parents with children between 7-14 years across both mainstream population and unacculturated Hispanics. This exploration will be a key input in creating a compelling messaging that will ideally work across demographic groups to persuade all parents to seek the latest information about child passenger safety and act accordingly. Ultimately, we will come out of this research with a clear understanding of whether one unifying campaign or separate campaigns are needed for the different audiences we are speaking to.

### **Research Scope:**

Market 1: Phoenix	Market 2: Chicago (O'Hare)
<b>4 Gen Pop Groups</b> <ul style="list-style-type: none"> <li>– 1 with Parents/Caregivers of 0-3 year olds</li> <li>– 1 with Parents/Caregivers of 4-6 year olds</li> <li>– 1 with Parents/Caregivers of 7-10 year olds</li> <li>– 1 with Parents/Caregivers of 11-14 year olds</li> </ul> <b>2 Unacculturated Hispanic Groups</b> <ul style="list-style-type: none"> <li>– 1 with Parents/Caregivers of 0-3 and 4-6 year olds</li> <li>– 1 with Parents/Caregivers of 7-10 and 11-14 year olds</li> </ul>	<b>4 Gen Pop Groups</b> <ul style="list-style-type: none"> <li>– 1 with Parents/Caregivers of 0-3 year olds</li> <li>– 1 with Parents/Caregivers of 4-6 year olds</li> <li>– 1 with Parents/Caregivers of 7-10 year olds</li> <li>– 1 with Parents/Caregivers of 11-14 year olds</li> </ul> <b>2 Unacculturated Hispanic Groups</b> <ul style="list-style-type: none"> <li>– 1 with Parents/Caregivers of 0-3 and 4-6 year olds</li> <li>– 1 with Parents/Caregivers of 7-10 and 11-14 year olds</li> </ul>

### **Overall:**

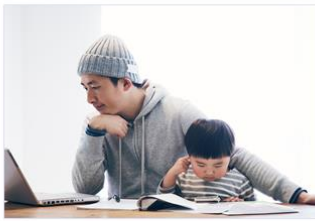
Across all groups, regardless of the child's age or parent's ethnicity, we found similar emotional truths regarding child passenger safety. The degree of perceived control parents believed they had was a key driver of behavior across all groups. While there were differences in how these emotional truths came to life for these parents, we believe there were enough consistencies in their emotional hot buttons and the role that the illusion of control plays in their behavior to support the creation of a single overarching strategy that will be relevant and persuasive across demographic groups.

1.	<b>Rules and when parents are willing to relax them is deeply connected to their search for control.</b> Hispanic Parents, especially in Phoenix, felt that they had already lost control as parents in this country and were looking for ways to regain some of it. Non-Hispanic Parents see bending the rules as ceding control (letting kids be kids, spontaneous fun, etc) when they feel that their kids need a break from all the rules and stresses they are experiencing or as a reward for doing well in school. An important theme to consider going forward is that parents are constantly looking to control the perceived dangers their child may face, but their lack of knowledge when it comes to car seats and seats belts undermines this control. This is true for all parents, but especially strong among parents of the 0-3 and 11-14 yo segment. The dangers that their children are facing in these ages seem more out of their control.
	<b>Perceived familiarity and a false sense of control are key drivers of overconfidence and willingness to just trust your gut.</b> Most parents, especially fathers, feel that since they "know" how to install a car seat that means they are on top of it or the fact that they are "good drivers" means they control what happens. When parents feel comfortable with the environment they are less likely to question what they already do or seek out more information. Dispelling this sense of familiarity and comfort in their knowledge is key in getting them to question what they already know and seek out information. We believe that this perceived familiarity and false sense of control are at the heart of a parent's overconfidence.

3.



When I first became a parent, everything seemed so new and I felt somewhat unprepared. With time I have become more certain in my role as a parent and a little less anxious. But I can't assume that I am now an expert when it comes my kids, because there is far too much riding on it.



That is why I can't just trust that I know everything when it comes to keeping my kids safe. The technology and rules are constantly changing and I have to make sure I know what the latest recommendations are and follow them consistently.



In the car this means my kids are always buckled in their car seat or using the seat belt correctly, and that their car seat or booster seat is right for their age and size. My children are the most important thing in the world to me and there is always room for me to learn more when it comes to keeping them safe.

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**The Overconfidence concept taps into doubts caused by change.** This concept resonated with parents across all of our groups. The challenges they face as parents are constantly changing as their children grow and they recognize they can't get too comfortable in what they "think" they know. The changing environment, especially related to the role of technology, makes parents feel anxious and insecure and pushes them to seek information. It made most parents question what they know and what they are doing. Although this concept resonated across the board it seemed strongest with parents of younger children (0-3) and older children (11-14), which is not surprising as these are the points in a child's life where parents are facing the most change.

4.



There are so many more dangers in the world today than when I was growing up. My parents could afford to be less vigilant, but I can't rely on what was done before as a guide for what I should do now. I want to make sure that I am going above and beyond to make sure that nothing bad can happen to them.



That is why just doing the minimum necessary is not enough when it comes to keeping my child safe. I want to seek out the best ways to protect them because my kids depend on me to know and do everything that I can to keep them from harm.



This is especially true when it comes to their safety in the car. It's my job to make sure they are always buckled in their car seat or using the seat belt correctly, and that their car seat or booster seat is right for their age and size. It is my responsibility to know how to keep them the most safe.

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**The Utmost concept directly addresses parental fears about the increasing dangers in the world and the erosion of trust.** Parents today are more aware of the dangers their kids face and they feel that the sense of community has broken down so they can't trust that others will look out for their kids. This idea made them uncomfortable and questioned how much they were in control. Hispanic parents felt frustrated by the inability to discipline their kids in this country which they felt hampered their ability to counter the effect of bad influences on their kids. As a result, this concept made most parents realize they could not just rely on what they knew to stay on top of these dangers. Parents felt they had to be constantly vigilant about unseen dangers and that it was up to them to make sure they knew how keep their kids safe.

5.



As a parent, I know I have to set the right example for my kids. They learn by watching what I do and how I behave. If they see me be casual about the rules or not motivated to learn more about the things I tell them are important then they will think it does not really matter.



That is why I can't be seen as being casual when it comes to their safety. The way to make sure my kids will take potential dangers seriously, is by never guessing what the rules are or relaxing them when it is inconvenient.



When my kids are in the car, I make sure they are always buckled in their car seat or using the seat belt correctly, and that their car seat or booster seat is right for their age and size with no exceptions. Whether it is the first time they ride in the car or the hundredth time, I want them to learn how important safety in the car is, by watching how seriously I take it.

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**The Reflection concept communicates the importance of consistency in keeping kids safe and being accountable for what you do not just what you say.** It resonates because all parents feel strongly their children are always learning from what they do as parents. This concept is very personal to many parents and goes to the heart of wanting to mold their child as a reflection of their ideal self. However, the connection to car/booster seats is not as strong for parents of younger children (0-6). For these parents, the idea of seeking out information and making sure their child is in the right seat for their age and size doesn't connect with being a role model for them. They feel that the younger child doesn't understand or know if they are doing it the right way. But, for parents of older children the connection between always wearing your seatbelt and being a role model was very strong.

6.

**One of the key drivers of early graduation is a parent's perception their child is in discomfort in their current car or booster seat.** They believe they are putting their child in an uncomfortable position and parents don't want to intentionally inflict pain. In this situation, parents are willing to trust their gut and make the decision on their own. Any strategy for promoting compliance must overcome what some parents see as common sense by convincing them that they can't rely on their own rules of thumb (the neck seems strong, they are tall, their legs are cramped, etc) to keep their kids safe. The dangers are uncontrollable.

7.

**Overall, the word recommendation feels too weak to parents of all age segments and ethnicities.** Ultimately parents want to follow rules and these rules are a form of control for parents, especially with Hispanics. We know we can't say these are rules or the law but we need to find language that carries more weight than recommendations in order to get parents to feel that this is what they should rely on and that it is non-negotiable. Demonstrating the consequences were a way parents said they would take the recommendations more seriously.

8.

**Of the three Reasons To Believe we explored, the idea that resonates most with parents is that it only takes one time for something bad to happen.** Interestingly, this idea connects strongly with the idea of control for parents. This idea made parents stop and think because you can't control other people's actions but you can control how well your child is protected in the car. This idea seems to fit best with the Utmost concept and many parents felt that this would motivate them to act. The other RTBs that we explored were: **1.** Car accidents are one of the leading causes of death for children in the U.S. **2.** The recommendations regarding car seats, booster seats and seatbelts are made based on a child's physical development. We also probed what the term "Buckle Up" means to parents. Overall, they think that the term refers to everyone in the car being properly secured in whatever seat they are in. It does not address whether they are in right seat or are facing the right way, given their age, weight and size.